

# Custom Online Services WAIS Production Services

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 **WAIS Inc**  
*Wide Area Information Servers*

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POWER TOOLS FOR ON-LINE PUBLISHERS

"With WAIS production services, I had the confidence that we were working with Internet experts who not only understood our business problems, but encourages to push the limits and create a service that was truly leading-edge. In the design phase they helped draw out all our requirements. The resulting TechWeb service is one of the most ambitious publishing services on the Internet to date."

**Jerry Colonna** Director, CMP Interactive Media

**T**O STAY COMPETITIVE IN THE BUSINESS environment of the 90's, you need to communicate the benefits of your product or service to your customer, and do it better than anyone else. Many businesses and organizations are beginning to use World Wide Web servers on the Internet to deliver business information, but are frustrated by the flat interactivity of HTML-linked documents, which only allow users to navigate pre-coded links. In addition, they are discovering that the prospect of converting an entire content library to HTML format is expensive and time-consuming.

WAIS Production Services creates turnkey, Internet-based services using WAISserver™ as core technology. WAISserver™ automatically creates HTML documents on the fly as it indexes your content databases. The resulting service provides deep searching functionality, allowing users to type questions and search criteria into fields, and get responses ranked in order of relevance. The benefit to your users is that they can get the information they really need about your product or service without spending costly time and effort.

WAIS Production Services is the vendor of choice for industry insiders, having created online services for clients such as Scholastic, Inc., and CMP Publications.

## BENEFITS OF WORKING WITH WAIS PRODUCTION SERVICES

WAIS Production Services will deliver a customized, turnkey online service that provides you the with following benefits:

- Eliminates the need for HTML mark-ups, reducing expense and time to market
- Reduces internal staffing requirements necessary to create the service
- Accesses existing content databases in any flavor or remote location
- Flexible access to your system with support for multiple clients, such as Mosaic, Gopher, Lynx, and the dedicated WAIS client, plus proprietary clients such as Netscape
- Allows users to ask for specific information items, rather than be forced to browse for them

- Easy-to-navigate, user-friendly design, with shortcuts for knowledgeable users
- "Intelligent" clients that allow content to be filtered by personal profiles of users, with no modifications to your database
- The ability to alert users when new content is available
- Billing modules that allow you to sell your product or content at zero distribution cost
- Module for integrating online advertising
- Modules that let you integrate subscription, transaction, or invoicing into each client session
- Module for expiration of time-sensitive content

The result? A customized online service that is easy to use and manage, fits into your existing business processes, and differentiates you from your competitors.



Easy-to-navigate, user-friendly design, with shortcuts for more knowledgeable users

"We wanted to have an Internet-based service that was truly useful to parents and educators, as well as fun for students. WAIS production services supported our efforts and provided a rich environment to deliver valuable services. The Internet Center service is the leading educational service on the Internet today, and we are delighted with its usage to date."

**Sue Mernit** Director of Network Services, Scholastic, Inc.

## CREATING A MANAGEABLE DATABASE ARCHITECTURE

One of the key objectives of the WAIS Production Services Group is to create a database architecture that is manageable.

- We've developed tools that create HTML documents on the fly from standard databases, or we can store HTML documents, Microsoft Word documents, PageMaker documents, or whatever file format you desire.

- Documents can be added and deleted from the database so the service is always up to date, with the links maintained.
- Sites running multiple servers are more secure and controllable when there is a single World Wide Web point of entry with access to multiple WAIS databases in multiple locations. For example, strategic files can be located on a single server, while content can be distributed remotely.

## CREATING A ROBUST USER ENVIRONMENT

Another key objective is to integrate the World Wide Web and WAIServer™ to provide a robust user environment.

- HTML documents can be used as entry points to databases, with customized forms that eliminate end-user training
- Help system
- Field or tag values in the database can be used to generate hypertext links that are reliable and dynamic.

## CREATING A MANAGEABLE BACK-END

When we deliver a service we ensure that you have systems and procedures to manage the system.

- Content provider procedures for updates
- User database, registration and billing procedures
- Customer service procedures to maintain user accounts
- Integration of e-mail direct response for customer support

## THE ROADMAP

Here's the process we'll go through to help you plan:

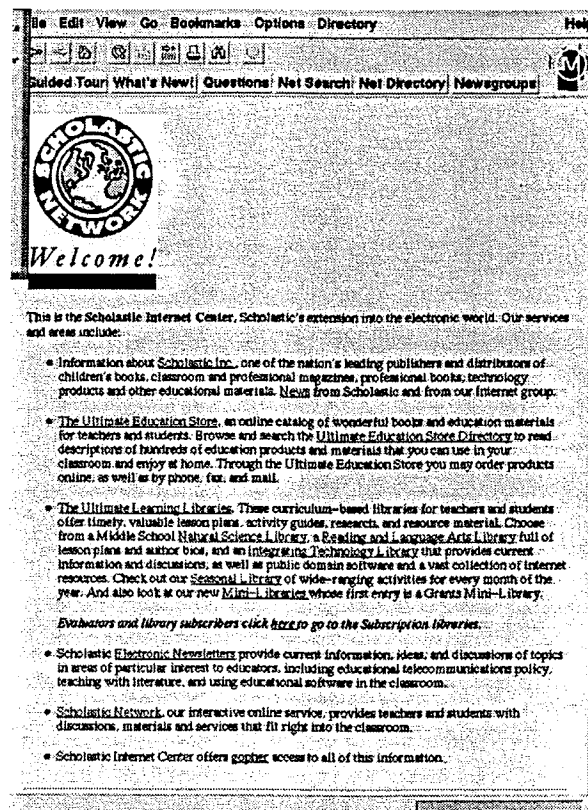
1] A WAIS Production Services specialist will walk you through a design for your information service, even if you do not have an Internet connection today.

2] WAIS Inc. will design a prototype to validate the system design, using the following process: We will engineer the content architecture, and index your content. We'll design the front-end of the service, complete with an effective, Internet-savvy user interface. We'll design the back-end of the service so it fits in seamlessly with your existing business processes, with no limitations on the content. We'll test the finished prototype in-house.

3] WAIS Inc. will then deliver the prototype system to you for internal usability testing. The system can reside at your facility or our facility.

4] After the prototype review, WAIS Inc. will incorporate your enhancement requests, and deliver a complete, ready-to-run information service.

5] WAIS, Inc. can either run the system for you, or deliver it to your facility and train your staff to run it.



(WAIS) allows users to ask for specific information items, rather than be forced to browse for them

"Internet publishers use WAISserver 2.0 to give their users a 'key to unlock the content behind the Web.' The sign that a Web site is 'powered by WAISserver' is when empty fields open up on a Web page, allowing users to type in search requests rather than point and click on HTML links, which may not lead them to the information that they need."

Bruce Gilliat V.P. Sales & Marketing, WAIS Inc.

## CUSTOM MODULES

## RECENT PROJECTS

The following custom modules are available for online service:

### User Registration

- Allows you to register users in order to control access to your service and collect information. For instance you can create a demographic database for advertising or sales tracking purposes.

### Transaction-Based and Subscription-Based Billing

- Can be transaction-based for selling products, or subscription-based for selling content.

### Personalized Invoicing

- Also lets you invoice users for online shopping services. For example, you can create a form that will pop-up and list the items ordered, purchase amounts, tax, and shipping.

### Archived Searching

- Allows users to access back issues of catalogs, periodicals, and news stories, giving them depth of content.

### Automatic Content Expiration

- Allows you to create time-based messages to tell users about special promotions and sale items, or to automatically retire stale content.

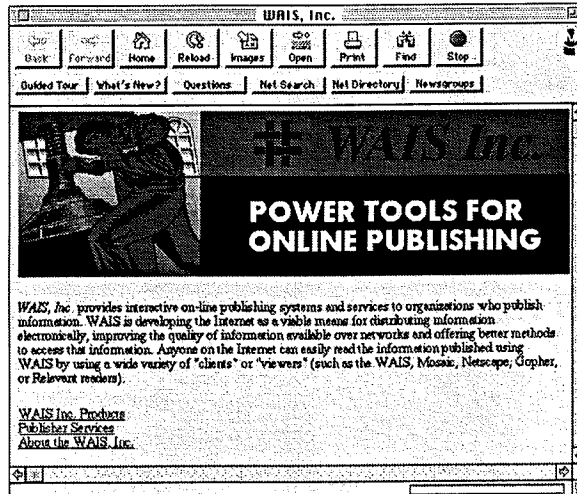
### New Content Alerting

- Allows you to tell users of new content in their interest area. For instance, you can track which content areas users access consistently, and give them a message at log-in when the content in that area has been updated.

TechWeb™, from CMP Publications:  
(<http://techweb.cmp.com/techweb>).

TechWeb is a technology information service organized around 17 distinct, technology-focused newspapers, magazines, and newsletters. These include WINDOWS Magazine, Open Systems Today, Interactive Age, and CMP's latest print publication, NetGuide. The service includes the ability to perform relevancy-ranked searches across CMP's editorial archives. The custom modules were built that allow readers/viewers to subscribe to print versions of the publications by completing paid subscription and controlled circulation forms. Other modules implemented allow readers to complete reader response surveys and other forms-based services. The custom modules allow each publication to retain its own integrity and business model. Modules for online advertising were implemented as well.

Scholastic Internet Center™: (<http://scholastic.com:8100>)



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As a leading provider of educational materials to K through 12 teachers and students, Scholastic has a long history of delivering curriculum materials tied to fine children's literature. The Internet Center features a catalog where anyone can order books and magazines, as well as Learning Libraries which allow teachers who subscribe to download lesson plans in various subject areas (such as Science and Language Arts). As with other production service projects, WAIS provided Scholastic personnel with the tools and knowledge they needed to adapt their information for Internet delivery. ■

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